

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS The Municipalities and Corporations that are going to use the Smart Bins on a contract basis	6. CUSTOMER CONSTRAINTS CC The power to run the Smart Bins must be procured in their own expense. It will not be included in the product.	5. AVAILABLE SOLUTIONS AS The corporations are using battery vehicles to collect waste. Delhi corporation is under the process of implementing this solution but no action has been taken yet.	Explore AS, differentiate

Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none">Animal contact with the dustbins (Dogs and cows eat from the waste)Inefficient waste collection (Waste is constantly overflowing)	9. PROBLEM ROOT CAUSE RC <p>This problem has existed for many years in India. Only because of the awareness program initiated by the Chiefminister and the Primeminister, and schemes like Swachh Bharath, such solutions are being proposed.</p>	7. BEHAVIOUR BE <p>The customers need to maintain the dustbins hygienically which is nearly impossible. And the have to frequently monitor the dustbin which is infeasible.</p>	Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

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<p>3. TRIGGERS TR</p> <p>Customers are triggered when their corporation is unhygienic and they are unable to efficiently collect and manage waste.</p>	<p>10. YOUR SOLUTION SL</p> <p>Sensoneo is a smart waste management company that has been successfully established in Europe.</p>	<p>8.CHANNELS of BEHAVIOUR CH</p> <p>8.1 ONLINE</p> <p>The customers need to periodically monitor the waste in the dustbins through their mobile applications.</p>
<p>4. EMOTIONS: BEFORE / AFTER EM</p> <p>The customers are confident that their municipality has become one of the most hygienic one.</p>	<p>We are working on an improvised solution that fits India and Indian citizens.</p>	<p>8.2 OFFLINE</p> <p>They need to clean the dustbin once they find it full.</p> <p>They also need to redress the grievances posted by the citizens on the mobile application.</p>